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**MARYLAND'S 1996 SUMMER JOBS CAMPAIGN
GOVERNOR'S COMMISSION ON SUMMER YOUTH EMPLOYMENT**

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THE GOVERNOR'S COMMISSION ON SUMMER YOUTH EMPLOYMENT

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Co-Chair

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State Senator, District 8

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Governor's Workforce Investment Board

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Department of Business and Economic
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Cynthia Lewis
Baltimore Gas and Electric

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Nathaniel T. Oaks
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State Senator, District 44
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Struever Brothers, Eccles and Rouse

K. Donovan Waskom, Chairman
Frederick County Private Industry
Council

Cheyenne Watson, Commissioner,
General Government, and Editor,
City of District Heights

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Office of Employment Training and
Services, DLLR

Carolyn W. McGlotten, Manager
Office of Employment Training and
Services, DLLR

Andrea E. Hunt, Legislative Liaison, DLLR

BACKGROUND

The Governor's Commission on Summer Youth Employment was appointed in April 1996 as a result of the pending Congressional elimination of the summer youth program under Title II of the Job Training Partnership Act (JTPA). During the spring of 1995, Congress deleted federal funding for the 1996 Summer Youth Employment Program. In April of 1996, with the active support of the Clinton administration, the Senate restored \$635 million for the summer program but this amount was reduced to \$625 million in conference with the House. In late April, Congress and the President finalized deliberations on the Fiscal 1996 budget and Maryland received \$7.8 million for a 1996 summer youth program, roughly 60% of funds received last summer.

Throughout this budget debate, much concern was expressed by the Governor and members of the legislature as to the effect budget cuts in this area would have on Maryland's young people this summer. Job opportunities are vital to our youth who, in some cases, might be unable to stay in school if a summer job were not available. Additionally, these jobs provide valuable workplace skills and can lead to future educational and career opportunities.

Thus, a 17 member Commission was created consisting of legislative, state, and local officials and business representatives to address the concerns raised by the federal budget reduction. Eugene A. Conti, Jr., Secretary, Department of Labor, Licensing and Regulation (DLLR), and State Senator Larry L. Young serve as co-chairs of the Commission.

The Commission was charged with creating alternative plans to provide job opportunities for Maryland's youth during the summer of 1996. The following three duties were assigned to the Commission: 1) formulate a strategic plan of action to establish a source of funding for job opportunities for the youth of the state for the summer of 1996; 2) explore the possibility of a joint funding initiative involving a partnership between the public and private sectors; and 3) explore any creative and innovative options that may provide a viable mechanism to fund job opportunities for the youth of the State for the summer of 1996. DLLR staffed the Commission.

DLLR is responsible for administering the program through its Division of Employment and Training, Office of Employment Services and Training. Federal grant money flows through the Office of Employment Services and Training to 12 local Service Delivery Areas (SDA's) located geographically around the state. The SDA's establish work sites and work with private non-profit associations and the public sector to locate jobs for youth during each summer. Students are recruited through local high schools.

In 1995, Maryland received over \$12 million and assisted 10,000 young people in summer placement. This year, our allocation is less than \$8 million to help 6,000 young people. In past years, because funds have been relatively abundant, concentrated efforts have not been made to reach out to the private sector for support. This year the Governor's Commission has been working jointly with each local SDA to create additional jobs within the private sector as well as the private non-profit and public sector.

RECOMMENDATIONS

Even though Maryland did receive federal funding for the 1996 summer jobs program, it was still felt by the members of the Commission that efforts were needed to offset the \$4 million loss to this summer's program. In order to accomplish its mission, the Commission met five times during April and May of 1996.

Before considering any recommendations, the Commission received a briefing on several of the local private sector job campaigns that were currently underway. Presentations were made by Baltimore City, Prince George's County, Montgomery County and Frederick County. Some local jurisdictions were creative with their efforts. For example, Montgomery County has established a fee-funded employment service for business. Each business looking for a summer intern pays \$100 to the service and in turn the business is matched with a student. Students are recruited from local high schools and the income restrictions under the JTPA program do not apply to students in this program.

Prince George's County and Baltimore City also have local campaigns working with the private sector to generate jobs for this summer. Based on the work already being done locally, the Commission attempted to structure its work to augment and not replace these local efforts.

Given the short time frame for its work the Commission set about implementing its recommendations as it did its work. The Commission decided that the best way to offset the federal cuts and not undercut local jobs campaigns was to conduct a private sector jobs campaign to solicit jobs or cash donations to employ youth this summer. That private sector jobs campaign consisted of the following:

- A radio-thon, held on May 15th from 10:00 A.M. to 6:00 P.M. on WOLB 1010 AM in Baltimore and WOL 1450 AM in Washington;
- A three minute segment aired on MPT's "Inside Maryland" promoting the Maryland Summer Job Campaign;

- Check Stuffers to all Maryland State Employees encouraging them to contribute to a fund to employ youth this summer;
- Pledge sheets mailed to all vendors with their remittance instructions for vendors doing business with the State of Maryland;
- Pledge sheets mailed by the Maryland Chamber of Commerce, the Maryland Restaurant Association, and the Retail Merchants Association to their membership;
- Pledge sheets mailed to 5,000 manufacturing firms in the State;
- Pledge sheets mailed to all licensing renewal applicants within DLLR;
- Pledge sheets mailed to all Job Service Employer Committee representatives;
- Advertising space soliciting jobs or cash pledges in the Baltimore and Washington Afro American and in several community papers;
- A business breakfast to encourage employers to donate jobs or money;
- A campaign by the Governor's cabinet to have their own agencies hire youth this summer; and,
- Consultation with representatives of Student Government Associations concerning the work of the Commission and any additional ideas that they had to get youth summer employment.

In addition to the private sector campaign, the Commission considered two other items to encourage additional youth employment. The first was to examine the Child Labor Laws to see if there might be a way to expand the number of jobs available for 14 and 15 year old youth. The Commissioner of Labor and Industry John O'Connor met with the Commission and explained that although child safety was the primary concern, his office would entertain program proposals which would allow more flexibility in working with power equipment if certain safety standards were in place.

The second issue, not related to the private sector jobs campaign, brought before the Commission was a suggestion that a tax credit for the summer hiring of economically disadvantaged youth be created. Since such a tax credit would need legislation the Commission recommends that the Governor examine such a proposal and if appropriate submit such legislation next session.

RESULTS

The Commission actively sought contributions throughout May and June of 1996. Together with the assistance of the local SDA's, private business, and state and local government, we successfully created approximately 5,000 jobs and raised \$100,000 (154 jobs). A final breakfast will be held on August 6, 1996 to thank those that participated.

We would be remiss if we did not acknowledge the tremendous efforts of the Maryland State Department of Education (MSDE) and the Department of Natural Resources (DNR). Both Departments have additional summer youth jobs programs that have been operating for a number of years.

MSDE's Maryland's Tomorrow program is a year round cooperative program that is funded through the general fund and JTPA money and placements are made through the local SDA's. The program serves between 7,000 and 8,000 9th through 12th graders a year and places roughly half of these students in summer jobs.

DNR has five programs in existence, the Outdoor Discovery Program, the Maryland Conservation Corps Summer Program, the Maryland Conservation Corps Year Round Program, the Summer Intern Program, and Seasonal Park Employees. A total of 329 youth ranging in ages from 14 to 23 have been hired to work around the State this summer and throughout the year.

The Commission's work does not end here. With more time to plan for next year's summer youth program, DLLR, MSDE, DNR and other state and local agencies will work with the private sector to build upon this year's successful job effort.

ACKNOWLEDGMENTS

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Ms. Catherine Hughes and her staff at Radio One Inc.

| | |
|------------------------|---------------|
| Marlea Alston | Jeff Majors |
| Wendall Hall and Staff | Lisa Mitchell |
| Kathy Hurley | Mark Thompson |

Radio-thon Volunteers, Office of Employment Services and Training

| | | |
|-----------------|---------------------|-------------------|
| Linda Davis | Yolanda Milam | Bernadette Taylor |
| Ron Davis | Valerie Myers | Laverne White |
| Julius Ferguson | Roxie Powell | Gail Woods |
| Karen Harris | Margaret Richardson | Michele Wright |
| Edythe Johnson | George Scott | Karla Wynn |

Baltimore City's YouthWorks '96 Leadership Team

Marcellus W. Alexander, Jr., Vice President and General Manager, Channel 13 WJZ
Television

Jim Breiner, Baltimore Business Journal

Jesse Hoskins, Department of Personnel, Baltimore City

Reverend Arnold Howard, Enon Baptist Church

Dr. Lenwood Ivey, President, Baltimore City Foundation, Inc.

Roger Lyone, President, Baltimore Urban League

Tony Pompa, Accounting Manager, Baltimore City Foundation

Everard Rutledge, Liberty Medical Center

Dr. Stephen Sch mipff, Executive Vice-President, University of Maryland Medical System

Daniel Whelan, President, Bell-Atlantic

Garland Williamson, President, Baltimore City Private Industry Council

State Agency Contributors

Departments

Assessments and Taxation
Budget and Fiscal Planning
Business and Economic Development
Education
Environment
General Services
Health and Mental Hygiene
Housing and Community Development
Human Resources

Juvenile Justice
Labor, Licensing and Regulation
Military
Natural Resources
Personnel
Maryland State Police
Public Safety and Correctional
Services
Transportation

Agencies/Independent Commissions/Boards

Aging
Board of Elections
Children Youth and Families

Individuals with Disabilities
Lottery Agency
Planning

Business Contributions

Baltimore City

A J Stationers
Able Temporaries
Aladdin Cleaners
All Eyes
American Alloy Foundry Inc.
American Pool Management Inc.
American Trading & Production
Amoco Petroleum Products
Angela Hudson
Arther Watson's Zoo
Athletic Attic
Attorney Services Corporation
Baby Super Store
Bacon & Company
Bag-Mart
Baltimore City Dept. of Personnel
Baltimore City Dept. of Planning
Baltimore City Dept. of Public Works
Baltimore City Dept. of Rec. and Parks
Baltimore City Department of Finance
Baltimore City Health Department

Books for Cooks
Brandon Robert and Associates
Brooklyn Video
Butler Whitmore Associates Inc.
CRW Parts Inc.
Caldor's
Candy Candy
Career Communications Group
Chesapeake Seafood & Carry Out
Church of the Holy Nativity
Colliers Pinkard
Colonial Pharmacy
Community Medical Rehab. Center
Consolidation Coal Sales Co.
D & D Automotive Inc.
Davidson Transfer & Storage Co.
Deaton Specialty Hospital & Home
Delta Sigma Theta Sorority
Disabled American Veterans Thrift Stores
Downtown Partnership
Dr. Frank C. Carine Foundation

Baltimore City, continued

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|--------------------------------------|---|
| Baltimore City Mayor's Office | Edmondson Fried Chicken |
| Baltimore City Police Department | Elder Health Inc. |
| Baltimore City Public Schools | Elite Jewelers |
| Baltimore Jewish Council | Empower Baltimore Management |
| Baltimore Museum of Art | Enchanted Petals |
| Baltimore Podiatry Group | Environmental Maintenance |
| Baltimore Reads Inc. | Etii & Grompf |
| Baltimore Sun | Fallstaff Convention Cleaners |
| Baltimore/Office of Promotions | Ferguson Enterprises |
| Baskin-Robbins | Fidelity & Deposit Company |
| Baxter Healthcare Corp. | Gallagher Evelius and Jones |
| Beauty Outlet | George Vaeth Associates Inc. |
| Bell Atlantic | Geppi's Comic World |
| Blue Cross-Blue Shield of Maryland | Geri's Variety Store |
| Blum's Clothing and Furniture Co. | Giant Food |
| Gift-Bazaar | Liberty Federal Savings & Loan Association |
| Glass Mental Health Center | Macedonia Baptist Church |
| Glen Rock Insurance Inc. | Maceo's Lounge |
| Good Samaritan Hospital | Macht Philanthropic Fund |
| Gordon Phillips Beauty School | Manor Care Nursing |
| Great Blacks in Wax Museum | Marriott Food Service |
| Greater Baltimore Medical Center | Marshall's |
| GBMC Community Family Health Center | Martin Equipment Inc. |
| Greater New St. John Baptist | Martin's Executive Offices |
| Grrrrreat Bears | Maryland General Hospital |
| Gymboree | May Davis Group |
| HMIS Inc. | Mayor's Office of Employment Development |
| Hair Cuttery | McDonald's - Liberty Road |
| Hallmark Insurance Inc. | McDonald's - Howard Street |
| Hanover Square | McDonald's - Belmont Avenue |
| Harbor City Learning Center | McDonald's - North Avenue |
| Harbor Place and the Gallery | Mercy Medical Center |
| Hecht Company | Meridian Nursing Center |
| Henry Adams Inc. | Mid-Atlantic Marketing Consultants Inc. |
| Herman's Bakery | Midtown Community Benefits District |
| Hopkins Transportation | Modern Junk & Salvage Company |
| Howard County General Hospital | Movements Unlimited |
| IBM Corporation | Mt. Zion United Methodist Church |
| Ilex Construction & Development Inc. | My Cleaning Service |
| Inner Harbor Marina | Nathan/Susan Cohen Foundation |
| Israel Baptist Church | National Center on Institution & Alternatives |
| Jacob & Annita France | Nationsbank |
| Javan & Walter Inc. | Nationsbank - Mid-Atlantic Banking Group |

Baltimore City, continued

John Wesley United Methodist Church
Johns Hopkins Health System
Johns Hopkins Hospital
K C I Technologies Inc.
K P M G Peat Marwick
Kazin Shoes & Outline Inc.
Kentucky Fried Chicken
Keswick Nursing Home
Keystone One Stop
Kids Clothes International
Kings Court Reistertown
Kunkel Service Company
Kwik Kopy Printing
Leather Salon
Lee Electric Company of Baltimore City
Lexington Market Inc.
Steve Campbell Realty
Stop Shop & Save Supermarket
Super Support Staff
Synodinos & Associates Inc.
Systems Configuration & Maintenance
T. Rowe Price Associates Inc.
Taubman Properties
The Harry & Jeanette Weinberg
Foundation Inc.
The Mount Sinai Baptist Church
The Total Male
Tithe Corporation
Turner Construction
United Baptist Ministers

Northern High School Association
O'Connor Real Estate
Oak Park Kennel
One Price Clothing
Paramount Press
Parrott Island
Patapsco Elementary School
Payless Shoe Store
Piper & Marbury
Provident Bankshares Corp.
Qualls Office Furniture
Rude Sports Inc.
Ruthco Inc.
Sears - White Marsh
St. Agnes Hospital
Staples
University of Maryland at Baltimore
Venable Baetjer & Howard
Visiting Nurse Association of Maryland
Walters Art Gallery
West Baltimore Middle School
Whiting-Turner Contracting
Whitney, Bailey, Cox & Magnani
William Donald Schaefer Civic Fund Inc.
Women Behind the Community
Woodberry United Methodist
Xcetera
Young Peoples Health Connection
Zodiac Gift Shop

Lower Shore Private Industry Council (Somerset, Wicomico and Worcester Counties)

C.H. Hayman & Sons Co.
Meatland, Inc.
Nelson's Real Estate Agency
Salisbury Auto Spring Works, Inc.

Somerset Automotive, Inc.
Somerset Herald
Tawe's Insurance Agency
Three Lower Counties Community Services

Montgomery County Private Industry Council

ComputerPros. Inc.
Life Technologies Inc.
Telesec Staffing Services

Prince George's County Private Industry Council

Adventure World
Apple Movers
College Park Auto
Community Service Coalition

DoRan Associates
Maryland National Capitol Park & Planning
Prince George's County Government

Susquehanna Region Private Industry Council (Cecil and Harford Counties)

Anchor Boat Sales
Bel Air Glass and Mirror Company, Inc.
Concept Plus, Inc.
Frito-Lay
Harbor Spice

Harford County Chamber of Commerce
Mobile Modular Express
Dr. David F. Jaffe
The GAP Inc.

Student Participation, Maryland Association of Student Councils

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Christy Clark, Westlake High School
Edwin deGuzman, Oxon Hill High School
Justin Gamble, Mergenthaler High School
Heather Giles, Baltimore Polytechnic
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Johnny Johnson, South River High School
Johari Kugenga, Northwestern High School
Billy Lee, Montgomery Blair High School

Sajjad Matin, McDonough High School
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Kerry Rosenberg, Franklin High School
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Melissa Schaekel, Joppatowne High School
Arnold Sconian, Aberdeen High School
Todd Sellers, Williamsport High School
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Mark Tschechtelin, Old Mill High School
Emanuel Tsourounis, Northern High School
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Tracy Tucker, Westlake High School
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Micro-World Computer
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MML Enterprises, Inc.
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